

SHARE OF AUDIENCE REPORT		totalbeauty MEDIA GROUP	
This chart uses Web traffic from readers on TotalBeauty.com to rank the top 300 brands from over 1,400 on our site.			
As of May 2014			
Rank	Apr Rank	Brand	SOA
1	31	Plus White	5.52%
2	2	L'OREAL	2.42%
3	1	Olay	2.13%
4	3	M.A.C.	1.49%
5	4	Garnier	1.38%
6	5	Neutrogena	1.33%
7	6	Mary Kay	1.24%
8	7	Clinique	1.10%
9	110	Sonia Kashuk	1.10%
10	8	The Body Shop	1.09%
11	9	Dove	0.97%
12	10	Arbonne	0.95%
13	12	Avon	0.94%
14	15	Redken	0.93%
15	14	Kiehl's	0.90%
16	13	Aveda	0.89%
17	11	Revlon	0.89%
18	19	Clarins	0.87%
19	16	Estee Lauder	0.81%
20	17	Chanel	0.81%
21	18	Shiseido	0.75%
22	21	Paul Mitchell	0.74%
23	20	Maybelline New York	0.70%
24	23	Lush	0.65%
25	24	Aveeno	0.62%
26	27	Nu Skin	0.61%
27	36	Victoria's Secret	0.59%
28	25	Pantene	0.58%
29	30	Dior	0.57%
30	41	Sally Hansen	0.56%
31	53	St. Ives	0.55%
32	32	Conair	0.54%
33	29	ARTISTRY	0.53%
34	39	BaByliss	0.52%
35	38	Origins	0.50%
36	34	Patricia Wexler M.D.	0.50%
37	43	Benefit	0.49%
38	61	Make Up For Ever	0.49%
39	37	Clairol	0.48%
40	28	Beecology	0.47%
41	44	Wella	0.47%
42	58	Tigi	0.45%
43	43	Almay	0.45%
44	26	Dermalogica	0.45%
45	51	Obagi	0.44%
46	46	E.L.F.	0.43%
47	54	Pureology	0.43%
48	33	philosophy	0.43%
49	48	Joico	0.42%
50	47	Mario Badescu Skin Care	0.42%
51	57	Palmers	0.40%
52	55	Borghese	0.40%
53	88	BareMinerals	0.40%
54	40	Crest	0.39%
55	60	RoC	0.39%
56	74	La Roche-Posay	0.39%
57	52	Smashbox	0.39%
58	56	Elizabeth Arden	0.39%
59	73	Boots	0.38%
60	49	CoverGirl	0.38%
61	45	It Cosmetics	0.38%
62	59	NYX Cosmetics	0.37%
63	62	AMBI	0.36%
64	65	Sun Laboratories	0.36%
65	63	Peter Thomas Roth	0.36%
66	50	SkinCeuticals	0.36%
67	81	Jergens	0.36%
68	66	Aussie	0.35%
69	78	CHI	0.35%
70	306	KERASTASE	0.35%
71	86	ProActiv	0.35%
72	84	John Frieda	0.35%
73	71	Herbal Essences	0.34%
74	70	Bobbi Brown	0.34%
75	79	eSalon	0.34%
76	22	Rimmel London	0.34%
77	77	Nivea	0.33%
78	75	Paula's Choice	0.33%
79	69	Laura Mercier	0.33%
80	80	Matrix	0.33%
81	64	Physicians Formula	0.32%
82	85	Remington	0.32%
83	72	Tarte	0.31%
84	35	Pixi	0.31%
85	83	Burt's Bees	0.31%
86	95	Lancome	0.31%
87	97	Merle Norman	0.30%
88	82	Nars	0.30%
89	76	Suave	0.30%
90	89	Sephora	0.29%
91	67	M2 Skin Care	0.29%
92	126	Hawaiian Tropic	0.29%
93	93	Wet n Wild	0.29%
94	87	Moroccanoil	0.28%
95	103	Nexus	0.28%
96	121	Elchim	0.28%
97	109	Tresemme	0.28%
98	108	Prestige	0.28%
99	102	Bath & Body Works	0.27%
100	98	La Prairie	0.27%
101	92	Vaseline	0.27%
102	107	L'Occitane	0.26%
103	90	CeraVe	0.26%
104	99	Sultra	0.26%
105	124	Zenmed	0.26%
106	117	Hot Tools	0.26%
107	126	OPI	0.25%
108	91	Pristine Beauty	0.25%
109	106	Organix	0.25%
110	114	Frederic Fekkai	0.23%
111	125	It's A 10	0.23%
112	101	Clean & Clear	0.23%
113	111	Guerlain	0.23%
114	128	Rusk	0.23%
115	129	Mark	0.23%
116	120	Yves Saint Laurent Beauty	0.22%
117	94	Urban Decay	0.22%
118	113	Sally Beauty	0.22%
119	119	Josie Maran	0.22%
120	123	Cetaphil	0.22%
121	96	Rodan + Fields	0.22%
122	139	Sexy Hair	0.22%
123	130	Kiss My Face	0.22%
124	127	Too Faced	0.22%
125	141	City Cosmetics	0.21%
126	104	Pond's	0.21%
127	105	DERMAdoctor	0.20%
128	116	Tweezerman	0.20%
129	115	Shu Uemura	0.19%
130	159	Topstyler	0.19%
131	1051	Elemental Herbology	0.19%
132	223	Tanceuticals	0.18%
133	153	Vidal Sassoon	0.18%
134	148	Davines	0.18%
135	145	Bliss	0.18%
136	131	Ole Henriksen	0.18%
137	137	Made From Earth	0.17%
138	147	Biosilk	0.17%
139	132	DHC	0.17%
140	142	Sia Botanics	0.17%
141	136	Jane Iredale	0.17%
142	152	Bumble and bumble	0.16%
143	135	N.Y.C. New York Color	0.16%
144	156	Stila	0.16%
145	143	Lumene	0.16%
146	212	CosMedix	0.16%
147	146	Goldwell	0.16%
148	134	Vichy Laboratories	0.16%
149	118	Fresh	0.16%
150	175	Banana Boat	0.16%
151	100	Silk'n	0.16%
152	151	Shea Moisture	0.15%
153	140	Nioxin	0.15%
154	164	Essie	0.15%
155	138	Murad	0.15%
156	162	Biolage	0.15%
157	133	Dolce & Gabbana	0.15%
158	144	Boscia	0.15%
159	167	O.R.G Skincare	0.15%
160	154	ZO Skin Health	0.14%
161	190	Colgate	0.14%
162	170	Korres	0.14%
163	150	Giorgio Armani	0.14%
164	173	Sebastian	0.14%
165	202	Rephase	0.13%
166	356	X Out	0.13%
167	174	PHYTO	0.13%
168	158	Max Factor	0.13%
169	177	Wen	0.13%
170	168	Jordana Cosmetics	0.13%
171	149	EOS	0.12%
172	195	the Balm	0.12%
173	205	Bioelements	0.12%
174	186	T3	0.12%
175	194	Biotherm	0.12%
176	169	Clearasil	0.12%
177	206	MD Forte	0.12%
178	163	Kate Somerville	0.12%
179	197	got2b	0.12%
180	160	Fake Bake	0.12%
181	229	SkinMedica	0.12%
182	181	Sisley	0.12%
183	216	Perfect Formula	0.12%
184	165	Avalon Organics	0.12%
185	239	bye bye blemish	0.12%
186	178	Kevin Murphy	0.11%
187	184	Hard Candy	0.11%
188	188	La Mer	0.11%
189	179	Queen Helene	0.11%
190	182	Body Drench	0.11%
191	278	Argan Magic	0.11%
192	166	Sedu	0.11%
193	225	Cynthia Rowland	0.11%
194	155	Yes To	0.11%
195	218	Caudalie	0.11%
196	204	Kat Von D	0.11%
197	183	StriVectin	0.11%
198	176	Dr. Hauschka	0.11%
199	185	Prescriptives	0.11%
200	230	Palladio	0.11%
201	161	Head & Shoulders	0.11%
202	199	Milani	0.10%
203	251	Rene Furterer	0.10%
204	255	Lancaster	0.10%
205	209	Noxzema	0.10%
206	180	Anastasia	0.10%
207	200	Harry Josh	0.10%
208	211	C.O. Bigelow	0.10%
209	187	Dr. Brandt	0.10%
210	288	GHD	0.10%
211	210	LORAC	0.10%
212	233	Laura Geller	0.10%
213	252	VO5	0.10%
214	232	Crabtree & Evelyn	0.10%
215	221	Uita	0.10%
216	315	Vincent Longo	0.10%
217	234	Marc Anthony	0.10%
218	219	Alterna	0.09%
219	231	Soft Sheen Carson	0.09%
220	222	Jason	0.09%
221	172	Goody	0.09%
222	215	TempTu	0.09%
223	214	Image SkinCare	0.09%
224	207	Kenra	0.09%
225	240	Aqua Tan	0.09%
226	217	AG Hair Cosmetics	0.09%
227	191	Eucerin	0.09%
228	224	Nuance	0.09%
229	203	Simple	0.09%
230	247	ReVive	0.09%
231	198	Klorane	0.09%
232	245	Mizani	0.09%
233	345	Biore	0.09%
234	246	Umberto	0.09%
235	193	Bio-Oil	0.08%
236	265	Kiss	0.08%
237	253	Jan Marini Skin Research	0.08%
238	268	Swipe	0.08%
239	189	Emjoi	0.08%
240	192	Juara	0.08%
241	241	GloMinerals	0.08%
242	244	John Masters Organics	0.08%
243	421	Osmotics	0.08%
244	236	Carol's Daughter	0.08%
245	201	DDF	0.08%
246	238	Sunsilk	0.08%
247	274	Dr. Denese	0.08%
248	257	H2O+	0.08%
249	269	Scunci	0.08%
250	248	Certain Dri	0.08%
251	235	Alba	0.08%
252	267	Aubrey Organics	0.08%
253	272	Sally Hershberger	0.08%
254	250	SK-II	0.08%
255	226	Saffron James	0.08%
256	297	UNITE	0.07%
257	220	Givenchy	0.07%
258	280	Nair	0.07%
259	259	Exuviance	0.07%
260	313	St. Tropez	0.07%
261	256	Napoleon Perdis	0.07%
262	285	Veet	0.07%
263	293	Coppertone	0.07%
264	275	Raw Natural Beauty	0.07%
265	171	Hourglass	0.07%
266	304	Molton Brown	0.07%
267	254	NeoCutis	0.07%
268	243	Freeman Feeling Beautiful	0.07%
269	242	Giovanni	0.07%
270	402	Avi'l	0.07%
271	228	Dr. Dennis Gross Skincare	0.07%
272	306	Frizz-Ease	0.07%
273	258	Principal Secret	0.07%
274	324	PMD Personal Microderm	0.07%
275	283	Epione	0.07%
276	277	Bioderma	0.07%
277	270	Samy	0.07%
278	271	Suki	0.07%
279	282	Novalash	0.06%
280	289	Nature's Gate	0.06%
281	295	Bourjois	0.06%
282	237	Juice Beauty	0.06%
283	284	American Beauty	0.06%
284	281	Aquaphor	0.06%
285	302	Graham Webb	0.06%
286	249	Cosmedicine	0.06%
287	260	Zoya	0.06%
288	279	Ouidad	0.06%
289	290	Blistex	0.06%
290	329	BECCA	0.06%
291	227	Clarisonic	0.06%
292	294	Elemis	0.06%
293	300	Secret	0.06%
294	322	Aphogee	0.06%
295	273	Cover FX	0.06%
296	311	Marc Jacobs Beauty	0.06%
297	298	Skin Doctors	0.06%
298	320	Alfaparf	0.06%
299	317	Soap & Glory	0.06%
300	263	REMBRANDT	0.06%
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